

# **ADSENSE – Inexperience to Income**

## **Volume 2**

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## Chapter 7 - AdSense Site Traffic – Traffic

There are many ways to get traffic to a site. You will most likely do research to find out about those traffic generation methods.

Methods such as article marketing, forum marketing, pay-per-click advertising, social networking, blogging, and social bookmarking all work very well. But in the world of Internet Marketing, there are also traffic techniques that you should avoid, for various reasons.

Incidentally, we'll kick start this volume of ***AdSense Profits Exposed!*** with traffic techniques you should AVOID.

First, do not ever pay for traffic from a site that promises you a great deal of traffic in a short amount of time. The traffic that you get will not be targeted, and will be of no use to you at all.

In fact, many of these sites are scam sites, and the traffic that you get will actually be automated traffic, not real traffic. Pay-per-click advertising, or PPC as it is known, is not the same as these sites that promise traffic for a fee.

Do not spend hours, or even use automated software to submit your site to free classified ad sites or free for all link sites. This only results in lots of spam for you. It does not result in traffic.

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There is one exception: Craig's List at <http://www.craigslist.com>. Craig's List works very well and it is free. The only catch is that you cannot post identical ads in different categories or regions. You have to change the ad each time.

Do not participate in reciprocal linking for search engine optimization purposes. Such links are essentially ignored by the search engines, so it actually does more harm than good as far as getting your site listed in the search engines. Furthermore, avoid any and all black hat SEO techniques.

Don't use pop ups. People hate these, and most people now have software installed that keeps pop ups from popping. Avoid other irritating elements on your site as well, such as blinking text and music, and colors that clash.

Some people say that traffic exchanges work well, while others say that they don't. However, for an AdSense site, they can work out nicely. You should definitely give it a go, and see how it works out for you.

Don't use false statements or exaggerated statements in your advertising. This may get you traffic, but it will irritate the traffic, and they won't click on links. Instead, they will either close the browser, or hit the back button. You may not be selling anything, but this is false advertisement none-the-less, and it makes people very angry.

There are two huge mistakes that many newcomers make. The biggest is doing nothing at all. You can build a site, but if you don't advertise it in anyway, you are not going to get a drop of traffic. Your Mom might visit, if you tell her about it, but that's advertising!

The second biggest mistake is not tracking your advertising. If you don't know what works, and what doesn't, you will be wasting time and possibly money. Track all of your advertisements to see where your traffic comes from, and where it doesn't come from. In the end, you will be glad that you did.

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Overall, that's all that you need to avoid. Other than that, you need to make sure that you are using proven site promotion techniques, which are listed above. These other outdated methods simply do not work. They are not worth your time, effort, or money. You need to know where the traffic comes from, and you also need to know how well your ads are performing.

You may have a great amount of traffic, but few clicks. It's important to track the traffic and the ad performance, so you know what to fix!

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## Chapter 8 - Article Marketing for AdSense Sites

If you have an AdSense website, you need traffic to earn revenue from that site! There are numerous ways to get traffic, but since we all have limited time, you want to cut right to the chase, and find out what works. Article marketing is one of the best traffic generation methods you can use.

Article marketing is a very successful and easy concept. It is used by all successful Internet Marketers, and when it comes to website promotion, you must look at things from an Internet Marketers point of view, even though, as an AdSense publisher, you aren't exactly selling any product.

Again, the concept is easy. You write a short article, approximately 400 words long. At the bottom of the article, you write an 'author's resource box.' This is just a simple paragraph of text that says who the author is, gives a little background info on the author, and a link to the author's website. It's about five to seven sentences long.

Once the article is ready, you visit numerous article directories, which are also referred to as article banks and article repositories, and submit your article. That's all there is to article marketing.

Now, many people use these article directories. They go there to find information, or to find content for their own websites, blogs, or newsletters. The article that you submitted is free for them to use, as long as they publish it with the author's resource box intact, and they don't make any changes to the article.

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Because so many other people can (and will) publish your article elsewhere, it becomes viral. This drives traffic to your site, on a continual basis. But one article submission is not going to be enough. You need to be submitting one article per week, to at least the top ten article directories.

Note that there are faster ways to get traffic, such as using Google AdWords, but article marketing is free, and again, the traffic that you will eventually get from the articles being published is fairly steady.

Here are nine important tips for article marketing:

1. Don't use the same content that you have on your site. Your site will be penalized for duplicate content.
  2. If you use private label rights (PLR) articles, make sure that you rewrite them before submitting them.
  3. Before you write your first article, visit one of the popular directories, such as Article City at <http://www.articlecity.com> to see what your article should be like. You can also get ideas for your author's resource box here.
  4. Writers Block? Lack of time? Use PLR articles, or hire a ghostwriter to write and submit articles for you. Make sure that you are submitting one article per week!
  5. Make sure that the topic of your article matches the topic of your site, and the topic of the ads that are being displayed through your Google AdSense ads. This will get you the best results.
  6. Before you submit an article, make sure that everything is spelled correctly, and that you've used proper grammar.
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7. Don't expect immediate results. Sometimes, it takes the article directories several days, and in some cases, several weeks, to publish your article. You need to be using additional traffic generation techniques as well.
8. Even if you aren't seeing results from your article marketing techniques, keep at it. Remember, it takes time for it to 'kick in,' but when it does, it is well worth the effort.
9. Use your keywords in your article. This is search engine fodder; it drives the article up in the search engine results, which in turn brings more traffic to your site.

## Chapter 9 - Blog for Traffic and AdSense Revenue



You've probably heard that there is a great deal of money to be made by using blogs – whether you are into affiliate marketing, or an AdSense publisher. You can use a blog in several different ways.

First, you can use just the blog, as opposed to having a separate static website. You can also use a blog to drive traffic to a static website. Either way works, but in the long run, it's easier to have a blog, with your own domain, hosted on a web server, than it is to operate both a blog and a website.

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Promoting a blog is much easier and faster than promoting a website, because blogs are so interactive.

For instance, people can come to your blog, subscribe to it, leave comments on it, and go to their own blogs and write about something that you wrote about, quote you and leave a trackback. This works the opposite way as well.

To promote a blog, there are very specific things you do:

- 1. You ping your blog after each post.** You can do this at a site such as [www.pingomatic.com](http://www.pingomatic.com), which will send the ping to multiple blog directories at one time.
  - 2. You use social bookmarks each time you make a post, tagging the post with your keywords.** You can quickly and easily send out multiple bookmarks at one time by using a free service such as [www.onlywire.com](http://www.onlywire.com)
  - 3. You burn your feed at a free site such as [www.feedster.com](http://www.feedster.com).** This lists your feed in their directory, so that people may subscribe before they've ever even visited your blog.
  - 4. You visit relevant blogs that belong to others, and leave relevant comments (not comment spam) with a link back to your own blog.**
  - 5. You quote other people's blogs** – just portions, not the entire post – and link to it using your trackback feature. Your link to that post will automatically appear on their trackback list for that post, if they have enabled trackbacks.
  - 6. You use the same promotional techniques** that you use for a static website, along with the five techniques listed above.
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If you can, make a blog post each day. Otherwise, you should be making a blog post each and every week, once a week. If your blog isn't updated, you can't really promote it very well.

If you want to use the other method, where you have a blog and a website, you can do this as well. The idea here is to use the same promotional techniques for the blog, and then in each blog post, point to your website.

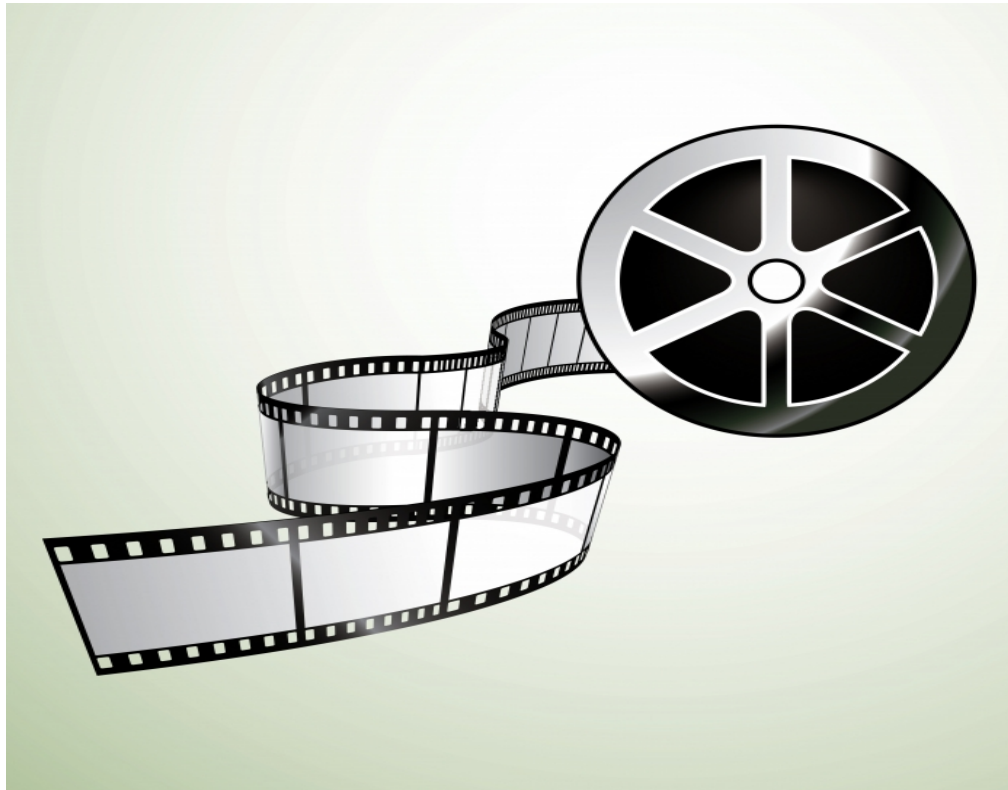
As you can see, if you are an AdSense publisher, this may be a bit redundant, since you can publish the same information on your blog, and it gets promoted in much the same way – and you can put AdSense on your blog just as you can on static webpages.

Generally, if someone has both a blog and a website, it is because they are promoting several products, or their own product. Again, as an AdSense publisher, with no other source of revenue, it makes sense to just have a blog, instead of a static website as well.

If you are going to be using just the blog, instead of static pages, you will need your own domain name, and your own server, just as you would for a website. Otherwise, you won't be able to run AdSense ads. At [www.blogger.com](http://www.blogger.com), you can run AdSense ads, but you have to split what is earned through those ads with Blogger, and it is all set up through their system.

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## Chapter 10 - Building AdSense Site Traffic with Videos



Video is becoming more and more important to cyber citizens, and essentially to online business owners, and even to AdSense site owners. You can drive traffic to your sites with the use of video and free video websites. Everybody loves video. Even Google now offers video ads for AdSense.

Sites like Google Video, You Tube, and Yahoo Video get tons of traffic every single day, and you can easily take advantage of that. You have two options for creating video. You can use a digital video camera, or you can use screen capture video software.

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With a digital video camera, you can make a video of basically anything, and then upload that video to your computer, and then to the video websites. With screen capture video software, you don't need a camera. You can just make a video of what is appearing on your computer screen.

For instance, if you have a website that reviews software, for which you earn AdSense revenue and affiliate revenue from software sales, you could purchase the software, and make a video that shows people how to use it. Videos such as these are in high demand. Just make sure that the video that you produce is relevant to the topic of your website.

Once you have a video, you want to be sure that it is of high quality. It should sound right and look right, and you may want to try it out on different computers to make sure that it is as good as you can get it. You do not want to present a video to the public that doesn't have good quality, because this is a bad reflection on you.

Next, sign up for a free account at the three popular video sites, and upload your video. Create a profile, and of course include your website address in that profile. You can also use software to watermark your URL on your video, so that while it is being viewed, the URL remains in plain site. When you write descriptions for your videos, be sure to include your keywords, and your URL.

There is another way that you can use video, without creating it. Again, visit the video websites, and find video that is already there, which relates to your site. It's there and free for you to use. Start the video, and look for a button near it that says 'embed.' You will be given code. Paste that code on your webpage where you want the video to appear.

Now, make sure that you put a description of the video, again using your keywords, above the video. Your AdSense ads will be served focused on the

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keywords in that description. Make sure you list this page with the search engines as well.

This is not duplicate content, as long as you write your own unique description. The search engine spiders can see that there is a video there, but they can't watch the video.

They will pay more attention to the description that you write. This is a great way to fill up a site with content, in a very short amount of time, without having to write very much. Just simply make your site video based, or a combination of text and video or audio.

Even though the video is available elsewhere, people will still come to your site to view it. Hopefully, while they are there, they will click on some ads! You can use audio in the same way, again ensuring that you write a textual description of the audio file. This may get you even more clicks, because there is nothing to watch!

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## Chapter 11 - Applying Forum Marketing for AdSense Sites

Forum marketing has been around as long as forums have existed. Forums are known by a variety of names: bulletin boards and message boards are common names.

A forum is essentially where people with an interest in a specific topic post messages, where other people who are members of that forum can reply to them. It's a great way to share and learn information about a topic of interest.

Forum marketing is a great way to drive traffic to your site. Now, before you run to the nearest forum that relates to your topic and post a message about your wonderful website, you need to know that the quality forums (the forums that you want to participate in) are not going to allow you to do that.

So, how can you advertise your AdSense site in the forums, without advertising? You use a signature file. This is allowed in most forums. A signature file is essentially text that has your name, your website address, and maybe a small slogan. It looks like this:

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First and Last Name

<http://www.yourwebsite.com>

Everything You Wanted To Know About *Your Topic* – And Then Some.

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You use your signature file at the bottom of all of your posts. Some forums allow you to set up your signature file in your profile, and every time you make a post, it will automatically be inserted at the bottom.

Now, there are several ways that you can use the forums. First, you can seek out posts that you can reply to. Second, you can post questions that others reply to. You can also just post pertinent information.

To find forums that relate to your topic, go to any search engine, and type in your topic discussion. If your topic is fishing, you would type in fishing discussion. You will get a huge number of results.

You want to pick out about five forums to actively participate in. Ideally, you will make at least one post per day in each forum that you participate in, so choose a number of forums that you have time to post in each day.

When looking at the forums, you want forums where there are a large number of members – 500 to 1000 are good. You also want one that is active. Look at the dates of the most recent posts. Were they today or yesterday? If not, the forum isn't active enough for your purposes.

You want to avoid forums where all of the posts are advertisements. They may have a large number of members, and it may be active, but nobody is reading the posts. Instead, they are just posting advertisements.

Make sure that your posts are relevant and stay on topic. Failing to do so can get you banned from the forum, and it can also quickly ruin your reputation within your niche. When you make a post, make sure that it is grammatically correct, and that everything is spelled correctly.

Never, ever 'flame' people in the forums. When you flame someone, you are essentially starting a fight. This won't be tolerated. It is, however, okay to

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disagree with someone in the forums, as long as it is done in a civil and polite way. Always remember your purpose – to drive traffic to your website.

When you see a post that relates to specific information on your site, you can drive people to that page within your post. This is not advertising, because you aren't selling anything.

There is another way to use forums to your advantage. Set up a forum on your own website. You can publish your AdSense ads there, and you can build up a following.

These people will visit your forum on a regular basis, because they are interested in the topic, and they want to communicate with others who are interested in the topic.

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## Chapter 12 - SEO for AdSense Sites

SEO, or **Search Engine Optimization**, plays an important role in advertising a website. This is how you get a higher listing in the search results, when keywords that are relevant to your website are searched for. The more optimized your site is, the higher it will be in the search engine results.

This brings what is known as natural search traffic to your website. Natural search traffic means that someone found your site in the search engine results because it was naturally listed high enough for them to find it. You didn't pay to get it listed higher.

There are two types of SEO: on site and offsite. Off site is the easiest to explain, and all it entails is getting inbound links to your site. This means that you get a link to your site listed on other people's websites.

However, they must be quality links for the search engines to pay any attention to them. You want to get your link on sites that are important. The search engine considers sites that have a high Google page rank, and a low Alexa rank important.

The more quality inbound links you get, the more important your own site becomes, as far as the search engines are concerned. Above all, do not use link farms, and avoid reciprocal linking. You can get your link on sites by participating in the forums with a signature file, or by commenting on blogs and such.

When you are getting links on other sites, mix it up. Don't just link to your main page all the time. Search engines become more interested when they see multiple sites linking to various pages on your site, instead of just the main one.

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Build inbound links slowly. Search engines become suspicious when you get too many inbound links too fast!

There are numerous elements of on site SEO. First, you want very clean HTML code. Search engines don't like messy code that contains numerous errors. Use an HTML code validator to check your code.

Make sure that you use your keywords appropriately. First, you should have a keyword density of 2 to 3%. If there are 1200 words on the page, your keyword should appear 24 to 36 times in that content.

Use your keywords in all 'alt' tags. There are alt tags for tables, graphics, and links. Also use your keywords in the 'title' tag which is in the 'head' tag at the top of the code. Search engines love links. Remember this. Do some internal linking in your content, using text links.

When linking, avoid linking words like 'here' or 'click here.' This does nothing for SEO. Instead, for example if your keyword was weight loss, you might have a link that says 'weight loss information for women over 40.' Make sure that you put your keywords in bold letters, and use the H1 or H2 tags for your titles and subtitles, which should also contain your keywords.

Build a site map, upload it to your server, and link to it on all of your pages. Search engines love site maps. In fact, Google makes it easy to create a free site map that you can use for your site.

Do not use any hidden text. Do not spam your keywords. Use them in natural ways. Write natural sentences. Search engines are very hard to fool, and if you use 'black hat' SEO techniques, the search engine spiders will simply stop visiting, and your site won't get listed!

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Finally, do not use any content on your site that can be found elsewhere. All of your content must be original, or the search engine will view it as duplicate content, and ignore it.

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## Chapter 13 - Social Networking for AdSense Revenue



Have you heard of [MySpace.com](http://MySpace.com)? If not, it means that you've been living in a cave somewhere in the middle of nowhere, with no access to any news whatsoever. MySpace is the most popular social networking site in existence, and it's one of the most trafficked sites on the Internet today.

What does this mean for you? It means that you can use it to drive traffic to your AdSense site. You can take advantage of all of the traffic that MySpace gets. It's sitting there waiting for you to come and get it!

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Social Networking is an element of Web 2.0 that has really gained in popularity over the years. Everyone is doing it, and this is a great way to find and drive traffic.

Simply go to <http://www.myspace.com> and set up your profile. It's free. You can find a multitude of free layouts for your MySpace page, and really dress it up. Once your page is ready to go, start networking with other people.

Visit other people's pages, and request to be added to their friends list. When you are on their friends list, they are on yours. Build your friends list.

MySpace will provide you with a blog. Blog about various topics within your niche, and be sure to use your keywords. This gets indexed in the search engines. In all blog posts, point to your website. You will also be building inbound links to your site for search engine optimization purposes.

Post comments on other people's pages. This is similar to visiting other people's blogs and posting comments for the purpose of driving traffic to your own blog, but you will be driving traffic to your own profile page instead – and ultimately to your website.

Next, join groups that relate to your topic. Post messages to the group, and use your signature file. This is much like forum marketing. You can also send broadcasts out to your friends through MySpace.

Be sure to post your website as your favorite website on your profile as well! The one thing that you must not do is advertise to your friends. You will lose them very quickly. You can even get banned from MySpace for being a 'spammer.'

MySpace is geared towards young adults. If your topic wouldn't be of any interest to them, find a different networking site. There are numerous such sites out there. [Ecademy.com](http://Ecademy.com) and [LinkedIn.com](http://LinkedIn.com) are two such examples. [Face-Book.com](http://Face-Book.com) is also quite popular.

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The key is to be active. Each week, post to the blog on your social networking profile. Send out a broadcast, post a message to your groups, post comments on your friend's pages, and find new friends as well.

You can find more information about social networking, and more social networking sites, by typing in 'social networking' in your favorite search engine. Social networking is big. It's where people are going when they log on to their personal computers (and often their computers at work).

Traffic comes from traffic. You get traffic from the search engines not only because you rank high, but because that search engine gets traffic. You get traffic from forum marketing because the forums that you participate in get traffic.

Since traffic essentially comes from traffic, you need to make social networking a part of your overall traffic generation strategy – because the social networking sites have tons of traffic.

Be careful! Social Networking is fun, and you can find that you spend too much time doing it, and not pay attention to other promotional techniques. This is a mistake. Make sure that you participate regularly, but on a schedule. Have a starting and stopping time before you login to the site! Remember your purpose.

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## Chapter 14 - Using Google AdWords for AdSense Sites

Some AdSense publishers use [Google AdWords](#) to drive traffic to their sites. Now, in case you didn't know, Google AdWords is the program that supplies the ads that you are showing on your site with Google AdSense. Does it make sense to use AdWords to promote an AdSense site? In some cases, it does.

It is tricky, however. Remember that you are targeting high paying keywords. This means that if you target those same keywords with your own AdWords campaign, you would be paying a large amount of money. You also run the risk of not having the money that you earn from AdSense cover the cost of your AdWords ads.

Here is the secret. First, set a budget for your AdWords campaign that you can afford to pay, regardless of your AdSense income. Next, don't choose the same keywords for your AdWords ads as you do for your AdSense site. Now you are probably wondering how that would work out.

Let's say that your website is focused on the topic of weight loss for diabetic women. You could target a lower paying keyword for your AdWords campaign, such as diabetes or diabetic supplies. Again, it is tricky, and it does take some thought.

It is vital that you keep a close eye on your ad campaigns and your clicks. You can easily see how much you've spent, and how much you've earned in relation to what you have spent. If you are spending more than you are earning, you

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need to rethink using Google AdWords, or tweak and tune until you are earning more than you spend.

Aside from that, setting up a Google AdWords campaign is very easy. You simply sign up for the program, write your ad, choose your keywords, set your budget, set how much you are willing to pay for each click, and activate the ad to run.

While you are targeting different keywords, those keywords may be relevant enough to your site for the ad to appear on your own site! You don't want this to happen. Go into your AdSense account, and using the filter, exclude your site from appearing in ads on your site.

You can target your own keywords with your AdWords ads also, but again, this is tricky, and you need to make sure that you are bidding low for those keywords. That, in turn, gets you less traffic, but with a budget set, Google will work to get your ad clicked on each day until the daily budget has been met.

Ideally, you should not use Google AdWords to promote a Google AdSense site until you have a thorough understanding of how each program works, and you are sure that you can generate more income than you are spending on the AdWords ads. Again, use caution, and remember that you will be paying for each click that you receive.

Also, take advantage of free credits for AdWords. Google offers free credits for signing up, and you can elect to take surveys and such for which you will be given credits as well. These credits can add up, and you should take advantage of them whenever possible.

It is important to note that if you are going to pay for traffic, you should not waste that traffic. Start building an opt-in list, so that you can recycle that traffic! To build an opt-in list, you need an Autoresponder, such as [www.aweber.com](http://www.aweber.com) and you need to put code on every single page for people to sign up for your list.

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Once someone signs up, you can bring them back to your site over and over again through email marketing.

*To be concluded in Volume 3...*

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